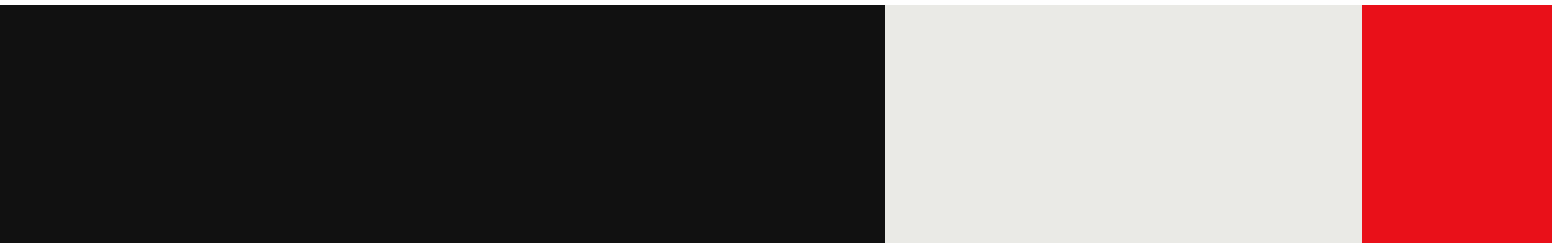


# Around the World with ... Sports Viewership: Consuming major sports and Olympics viewership

Audio



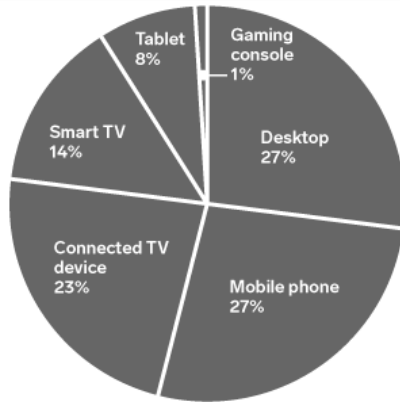
On today's episode, we discuss how sports are consumed worldwide: Was viewership of the Olympics down outside the US, are digital platforms making any progress on sports rights,

and what do we expect from future major sporting events? Tune in to the discussion as eMarketer principal analyst Bill Fisher hosts research analyst Man-Chung Cheung and principal analyst Paul Briggs.

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**Share of Time Spent Viewing Streaming Video of the Tokyo Olympics Opening Ceremony Worldwide, by Device, July 23, 2021**

% of total



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Note: represents activity tracked by Conviva, broader industry metrics may vary  
Source: Conviva, "Tokyo Olympics Preview," July 26, 2021

268160

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